

# Pre-Meeting Suggestions

- **Do your Homework**
  - Know the Corporation you are targeting
  - Know their customers and programs where you fit
- **Register with D&B & CCR and keep up-to-date**
- **Be prepared**
  - Be time sensitive (Prime's are busy)
  - Provide Overview Handout material
  - Provide Electronic data

# Marketing Introduction

- **Keep the meeting brief**
- **Know your audience**
- **Highlight your niche**
- **Request your pathway**
  - **Know the department you want to speak with**
    - **Requestor – Procurement – HR - Engineering**
  - **Where have you been successful before**
  - **Identify the specific contract for which you want to be considered**

# Meeting with Prime Contractor Decision Makers

- **Provide short Re-cap of your business and who referred you.**
- **Be prepared to Discuss**
  - **Past Performance**
  - **Unique Capability (top 3 differentiators)**
  - **Specific programs or areas of interest**
- **Develop a relationship**
  - **Ask how they wish to stay in contact**

# Responding to Customer

- **Work Honestly & Ethically**
- **Respond to all request in a timely manner**
- **Talk to buyer – Don't assume details**
- **Failing to deliver is unacceptable**
- **Develop a relationship with the customer**
- **Understand The Prime's position in recommending you...**
  - **Honor the Prime's reputation**
- **No bid response**

# Responding to Specific RFP's

- Research the solicitation prior to its release
- Letter of Interest to SBLO prior to the solicitation release
- Know how you can fit on the Team
  - Don't just rely on SB Classification (i.e. SB, SDB, 8(a), SDVOB, SVOB or HUBZone)
  - Focus on value added and be flexible to change
- Know who the decision makers are in the Prime
- Validate your data
- Be ready to respond quickly & thoroughly to proposal data request.

# **Sub-Contractor Desirable Attributes**

- **Ability to work as a Team**
- **Is Customer Focused**
- **Provide Reasonable cost**
- **Maintains a Good safety record**
- **Has Relevant experience/Past performance**
- **Is Reliable/responsive/flexible**
- **Is Committed to quality**
- **Is Financially responsible**
- **Is Patient with the Prime & Customer**

# Final Thoughts....

- **Have a plan; early development is a plus!**
- **Bring something to the table (innovative and creative)**
- **Do the legwork for your new potential customer; show you have done your homework**
- **Work through the Small Business Liaison Officer or other designated point of contact**
- **Be ready to reply on short notice**
- **Market - Increase your company's visibility**